



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Pol/K Castor Dental/FI De/D Other/(17041)
Dudley Media (3184)
DUDLEY,BOB
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political (1065)
K CASTOR DENTEL/FL DEM (139473)
National/Political
/06369641

Invoice 643721
Inv Date 10/28/2012
Terms Net 30
Contract 336570
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Dudley Media
919 Catherine Street
Philadelphia, PA 19147

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

CASTOR DENTEL/FL DEM
KAREN CASTOR DENTEL/FLORIDA

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:06:05PM

OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/15/12 11:59AM (Mo)	00:30	KCD1203H	\$925.00	
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/16/12 11:31AM (Tu)	00:30	KCD1203H	\$925.00	
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/17/12 10:59AM (We)	00:30	KCD1203H	\$925.00	
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/18/12 10:59AM (Th)	00:30	KCD1203H	\$925.00	
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/19/12 10:59AM (Fr)	00:30	KCD1203H	\$925.00	
2.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/15/12 6:00PM (Mo)	00:30	KCD1203H	\$3000.00	
2.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/16/12 6:13PM (Tu)	00:30	KCD1203H	\$3000.00	
2.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/17/12 6:00PM (We)	00:30	KCD1203H	\$3000.00	
2.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/18/12 6:00PM (Th)	00:30	KCD1205H	\$3000.00	
2.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	10/19/12 6:27PM (Fr)	00:30	KCD1205H	\$3000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$19,625.00	Total Spots	10
Commission	(\$2,943.75)		
Net Total	\$16,681.25		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.